



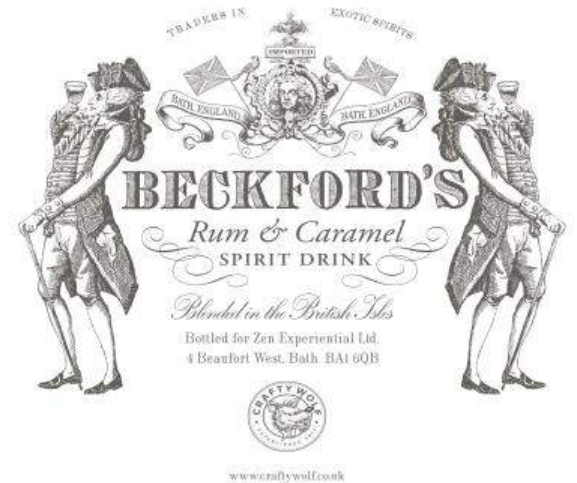
BECKFORD'S®



The Beckford's Rum and Caramel is the first in a planned series of flavoured Rums from this family run business. The flavour and presentation of the Rums evoke the style and finesse of the Georgian era in Bath and are named after one the city's most famous and influential figures of the period, William Beckford, Britain's richest commoner in the 1800s a notable collector of fine works of art and a man of impeccable taste.

Our Rum is sourced from the Caribbean & blended and bottled in the UK.

Summer 2019 Beckford's Caramel Rum was awarded a 3 Star Great Taste' Award.





BECKFORD'S

*Rum & Caramel
Spirit Drink*

- 20cl & 70cl Glass bottles.
- 25% ABV
- Great Taste Winner 2019
- Best served neat over ice.
- As a long drink add a splash of ginger ale and a slice of lime or orange.
- Affogato, ice cream, coffee etc



BECKFORD'S

Rum & Caramel



- 70cl
- Glass bottle
- 40% ABV
- Delicious blend of rum with caramel
- Drink neat over ice,
- Add Mixer-Appletise, ginger ale.
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BECKFORD'S®



- 70cl & 20cl bottles
- Glass bottle
- 25% ABV
- Deliciously smooth blend of Caribbean white rum and coconut.
- Drink neat over ice,
- Add Pineapple juice/ splash of coconut milk.
- Pour over ice cream

BECKFORD'S®



- 70cl Glass bottle
- 40% ABV
- Pineapple Spiced Rum, just add a splash of ginger ale or lemonade, ice & garnish with fresh pineapple.

BECKFORD'S®



- 70cl Glass Bottle
- 40% ABV
- Black Pearl- Spiced Rum
- Caribbean Rum spiced with raisin, ginger, cinnamon, all spice & our little secret.
- Serve with ginger ale/beer or coke and a sprig of mint & ice.



BECKFORD'S® SUMMARY

- Launched in April 2019
- Attended over 100 consumer shows across the UK --
Sampled & sold bottles for take home, incentivized customers to drive traffic to our web site.
- August – Awarded a 3 Star Great Taste Award for Beckford's Caramel Rum.
- December- Launched Black Pearl & Pineapple Rum 40% ABV
- December 2019- Sold over 49,000 bottles
- June 2020-Launched Folly & White Pearl

BECKFORD'S® RANGE



BECKFORD'S FOLLY
RUM & CARAMEL
Spirit Drink

BECKFORD'S FOLLY
- 40%ABV
- Rum and Caramel
- 70cl only
- Case size: 6



BECKFORD'S WHITE PEARL
RUM & COCONUT
Spirit Drink

WHITE PEARL
- 25%ABV
- White Rum and Coconut
- Available in 70cl and 20cl
- Case size: 6



BECKFORD'S RUM & CARAMEL
Spirit Drink

RUM & CARAMEL
- 25%ABV
- 3 Star Great Taste Award
- Available in 70cl and 20cl
- Case size: 6



BECKFORD'S BLACK PEARL
SPICED RUM
Spirit Drink

BLACK PEARL
- 40%ABV
- Black Spiced Rum
- 70cl only
- Case size: 6



BECKFORD'S RUM & SPICED PINEAPPLE
Spirit Drink

RUM & SPICED PINEAPPLE
- 40%ABV
- Blend of White Rum & Spiced Pineapple
- 70cl only
- Case size: 6

Trade prices available upon request.



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Marketing Strategy 2020-2021



- Trade show -Food Expo 2021
- National brand awareness sampling/sales campaign.
- 100 + consumer events booked.
- Educate & engage
- Support the retailer with tasting days.

BECKFORD'S[®]

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